

FIG. 1

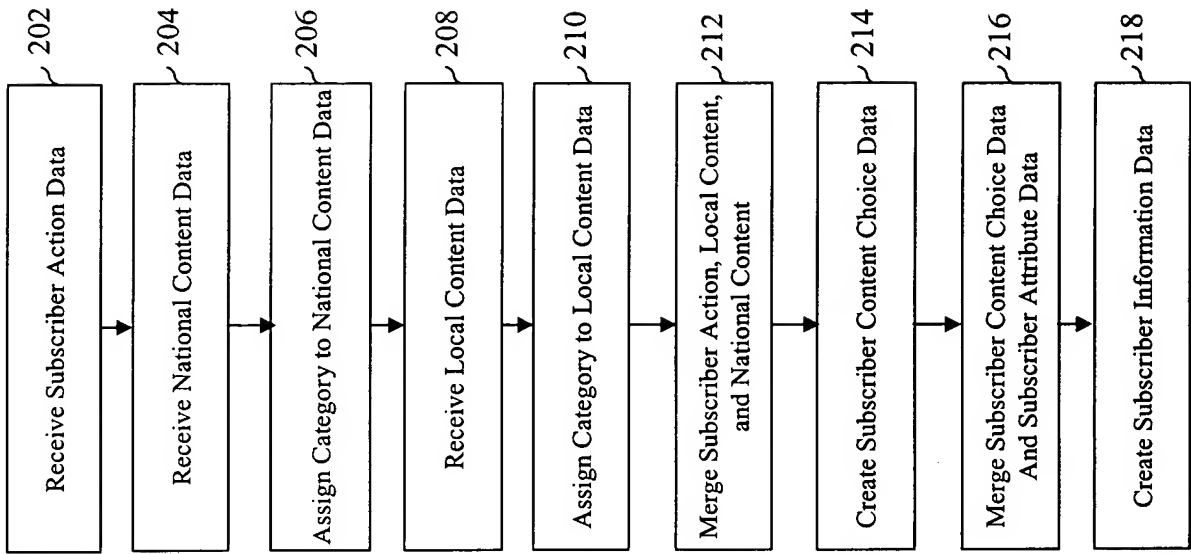


FIG. 2

	Time																	
	1:00						2:00			3:00			4:00			5:00		
	0	1	3	4	0	1	3	4	0	1	3	4	0	1	3	4	0	
Content Type	0	5	0	5	0	5	0	5	0	5	0	5	0	5	0	5	0	
National Programming																		
National Advertising																		
Local Programming																		
Local Advising																		
Other Video Source																		

302

310

312

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318

304

306

308

FIG. 3A

	Time												304						
	1:00			2:00			3:00			4:00			5:00			306			
Content Type	0	1	3	4	0	1	3	4	0	1	3	4	0	1	3	4	0	308	
	0	5	0	5	0	5	0	5	0	5	0	5	0	5	0	5	0		
Programming																			
Advertising																			

FIG. 3B

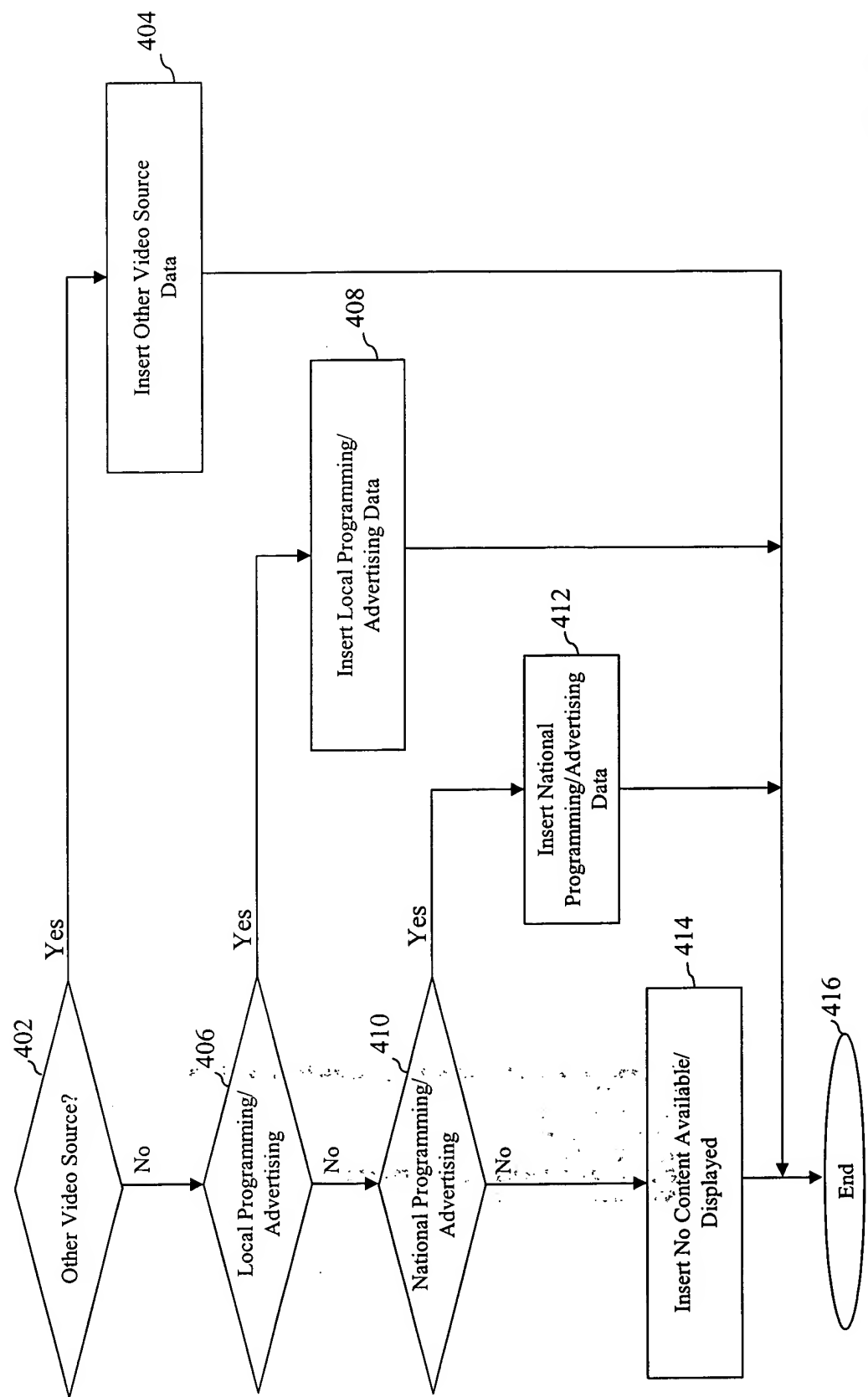


FIG. 4

502		504		506		508		510	

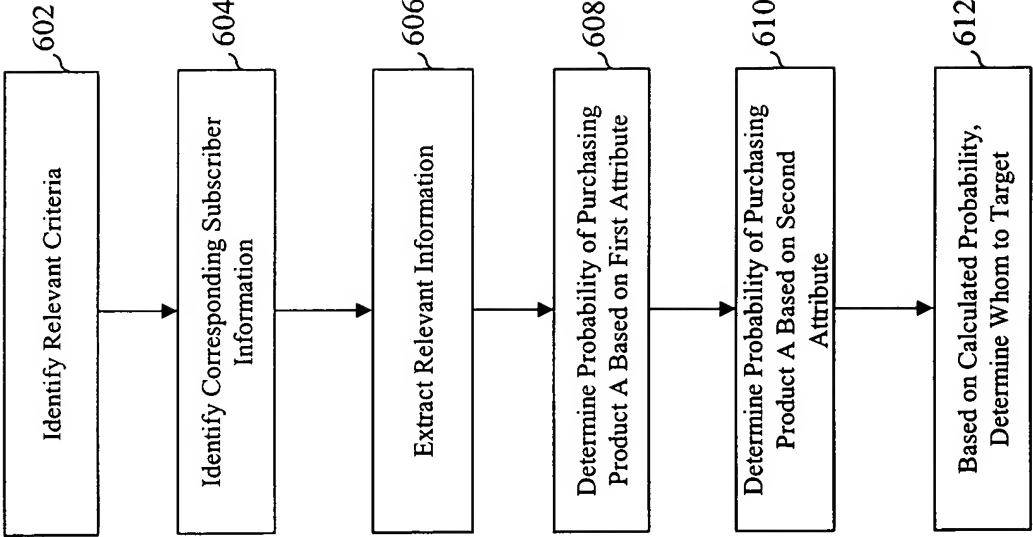


FIG. 6

Subscriber Information Database Extract	704		706		708	
	Viewing Pattern	City	Purchased Product A			
	Show 1	A	Yes			
	Show 2	A	Yes			
	Show 3	A	No			
	Show 1	B	Yes			
	Show 2	B	No			
	Show 3	B	No			
	Show 1	C	No			
	Show 2	C	Yes			
	Show 3	C	No			

702

FIG. 7A

710

712		714	
Probability of Purchasing Product A		Viewing History	Probability (%)
		Show 1	66.7
		Show 2	50.0
		Show 3	0.0

FIG. 7B

720

722		724	
Probability of Purchasing Product A		City	Probability (%)
		A	66.7
		B	33.3
		C	33.3

FIG. 7C